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PURCHASING DEPARTMENT

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TO: All Bidders

FROM: City of Cambridge

DATE: October 7, 2021

RE: File No. 9973 Find It Cambridge Maintenance and Enhancements - Addendum No. 1

This addendum is comprised of:

Submitted Questions and Answers:

- Q1:** Can we seek confirmation the truck ordinance was intentionally included?
- A1:** The City of Cambridge Truck Safety Ordinance is included intentionally in this Invitation to Bid. Please review the bid documents for their applicability to you prior to submission of bids.
- Q2:** Integration service are required? If yes can you provide the list of systems or 3rd party API integrations you might need?
- A2:** FindIt currently integrates with one external system, LibCal, and will continue to do so. Selected data (such as calendar events) from Find It is also made available via publicly-accessible web endpoints.
- Q3:** Can you share any budgetary information about this project with us, is there any assigned budget for this project? Please specified the budget.
- A3:** Our budget for the initial contract (12 months) is a total of \$75,000. This includes a budget of \$35,000 maximum for all one-time enhancement costs and a budget of \$40,000 maximum for all maintenance and support costs.
- Q4:** Is there an incumbent company or organization with an advantage for this project?
- A4:** The company currently managing development and site maintenance and support for the Find It Cambridge website is Agaric LLC.



Q5: Are there any multilingual requirements beyond using Google Translate or similar?

A5: There are no multilingual requirements beyond Find It Cambridge's use of Google Translate to provide the website in the languages spoken in the City of Cambridge and any translation-related features built into the last version of Drupal.

Q6: Do you expect vendor to create content for the websites?

A6: No, website content is created by the Find It Cambridge team and account holders.

Q7: How many visits has the current site per month?

A7: Find It does not use the metric "visits" to measure website success. Currently, we use a the term sessions as defined by Google Analytics as, "A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session." Between Oct 1, 2019 and September 30, 2020, Find It recorded 70,313 sessions, making the average 5,859 sessions per month. Additionally, users averaged 2.67 pages per session and our bounce rate was 58.49% over the same period of time.


Q8: What is the targeted 'go live' date?

A8: Find It Cambridge is already live.

Q9: Do you need the updated website to be hosted by the vendor?

A9: No, it will be hosted by the City of Cambridge Information Technology.

All other details remain the same.



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Addendum No. 1

